



ADVERTISING ORDER

Agency / Billing Address
Marketing Resource Group, Inc.
225 S. Washington Square
Lansing, MI 48933
Ph: (517) 372-4400
Fx: (517) 372-4045

Media Buyer Contact Information
Kristin M. Keller
Ph: (313) 792-2511
kellermediaconsulting@gmail.com

Advertiser: Michigan Republican Party
Job Number: 12-MRS-974
Flight Dates: 11/11/12 - 11/5/12

HDG3 Issue									
DMA	Station	Network	Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	MON-FRI	6:00 AM	7:00 AM	NEWS 8 DAYBREAK II	\$ 2,250.00	ISSUE, UPDATED 10/24
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	MON-FRI	7:00 AM	9:00 AM	TODAY SHOW	\$ 3,500.00	ISSUE, UPDATED 10/24
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	SAT	8:00 AM	10:00 AM	SATURDAY TODAY	\$ 2,500.00	ISSUE, UPDATED 10/24
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	SAT	3:30 PM	7:00 PM	ND FOOTBALL	\$ 450.00	ISSUE, UPDATED 10/24
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	SUN	6:00 AM	7:00 AM	NEWS 8 SUNDAY MORNING	\$ 1,200.00	ISSUE, UPDATED 10/24
Grand Rapids-Kalamazoo	WOOD	NBC	NBC	SUN	8:00 AM	9:00 AM	SUNDAY TODAY	\$ 4,000.00	ISSUE, UPDATED 10/24
WOOD Total								4	\$ 8,150.00
Thursday - Sunday									
November 1 - 4									
								Spots per Week	Total Gross Cost per Week
								1	\$ 2,250.00
								1	\$ 3,500.00
								1	\$ 450.00
								1	\$ 1,200.00
								1	\$ 4,000.00
								4	\$ 8,150.00
November 5									
								Spots per Week	Total Gross Cost per Week
								1	\$ 2,250.00
								1	\$ 3,500.00
								1	\$ 450.00
								1	\$ 1,200.00
								1	\$ 4,000.00
								2	\$ 5,750.00
Monday									
								Spots per Flight	Total Gross Cost per Flight
								1	\$ 2,250.00
								1	\$ 3,500.00
								1	\$ 450.00
								1	\$ 1,200.00
								1	\$ 4,000.00
								6	\$ 13,900.00

NET TOTAL COST \$ 11,815.00

218869